

J. J. NEWBERRY COMPANY

The 482 J.J. Newberry Company stores are located in 458 places which contain 8,636,935 families or 21% of all U. S. families.

265 of the 458 store cities are also F. W. Woolworth Company store cities.

The estimated total variety chain store sales in the United States amounted to \$1,787,000,000 during 1949. J. J. Newberry Co. sales in 1949 were \$136,780,782 or 7.65% of all variety chain store sales in 1949.

The detailed family and circulation data for the J. J. Newberry Company cities are shown on the attached sheets.

Summary of Magazine Circulation & Coverage
in J. J. Newberry Co. Store Locations

	<u>Circulation</u>	<u>Coverage of Families</u>
The American Weekly (10/2/49) *	2,855,890	33.07%
Life (3/28/49)	1,417,107	16.41
Ladies' Home Journal (3/47)	1,143,960	13.24

* As of March 5, 1950 the Sunday New Orleans Item became the 22nd distributing paper. Its circulation is not included in this study.

J. J. Newberry Co. Stores Count - March 1950

J. J. Newberry Co. Sales - Printers' Ink - January 27, 1950

Variety Chain Store Sales U.S. 1949 - Survey of Current Business

April 1950

CHART 2.

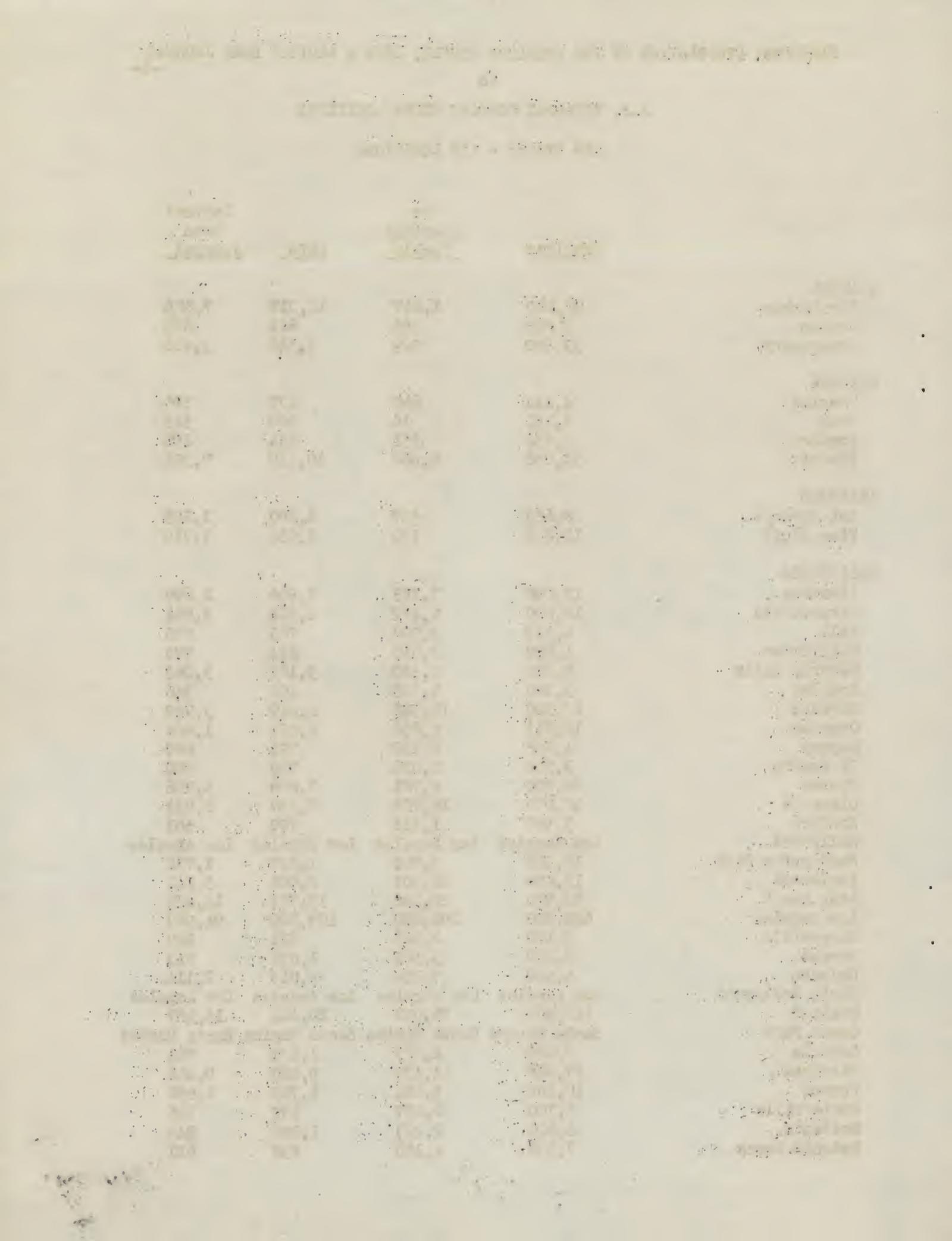
FAMILIES, CIRCULATION OF THE AMERICAN WEEKLY, LIFE & LADIES' HOME JOURNAL
in

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J.J. NEWBERRY COMPANY STORE LOCATIONS

482 Stores - 458 Locations

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
ALABAMA				
Birmingham	90,200	1,017	10,017	7,385
Dothan	6,800	389	681	673
Montgomery	33,600	929	4,146	3,116
ARIZONA				
Douglas	4,444	668	477	386
Mesa	3,150	16	680	545
Nogales	1,750	351	484	256
Phoenix	34,056	6,462	10,110	7,381
ARKANSAS				
Hot Springs	8,653	537	1,397	1,285
Pine Bluff	10,849	190	1,034	1,710
CALIFORNIA				
Alhambra	17,098	7,753	3,006	2,699
Bakersfield	10,000	9,237	4,304	3,864
Bell	4,345	3,900	703	696
Bellflower	4,688	3,610	834	975
Beverly Hills	9,200	7,530	5,183	3,063
Brawley	3,300	1,135	492	346
Burbank	22,300	11,648	4,449	3,789
Compton	12,811	8,652	2,061	1,906
Downey	4,688	2,540	795	669
El Centro	3,700	2,036	728	580
Fresno	26,700	8,781	7,826	5,786
Glendale	32,600	16,785	7,657	6,933
Hanford	3,500	1,345	779	593
Hollywood	Los Angeles	Los Angeles	Los Angeles	Los Angeles
Huntington Park	10,500	5,705	1,847	1,732
Inglewood	13,800	12,501	2,908	3,841
Long Beach	93,900	28,128	13,703	14,458
Los Angeles	688,300	298,630	105,129	94,967
Marysville	3,100	2,986	721	989
Merced	5,200	3,589	1,072	713
Modesto	6,900	7,260	2,815	2,114
North Hollywood	Los Angeles	Los Angeles	Los Angeles	Los Angeles
Oakland	142,400	36,072	20,164	15,187
Ocean Park	Santa Monica	Santa Monica	Santa Monica	Santa Monica
Ontario	7,000	2,575	1,171	964
Pasadena	37,200	11,435	9,820	9,466
Pomona	10,100	5,064	1,765	1,692
Porterville	2,700	2,097	637	716
Redlands	6,600	2,223	1,098	949
Redondo Beach	7,300	4,180	838	611

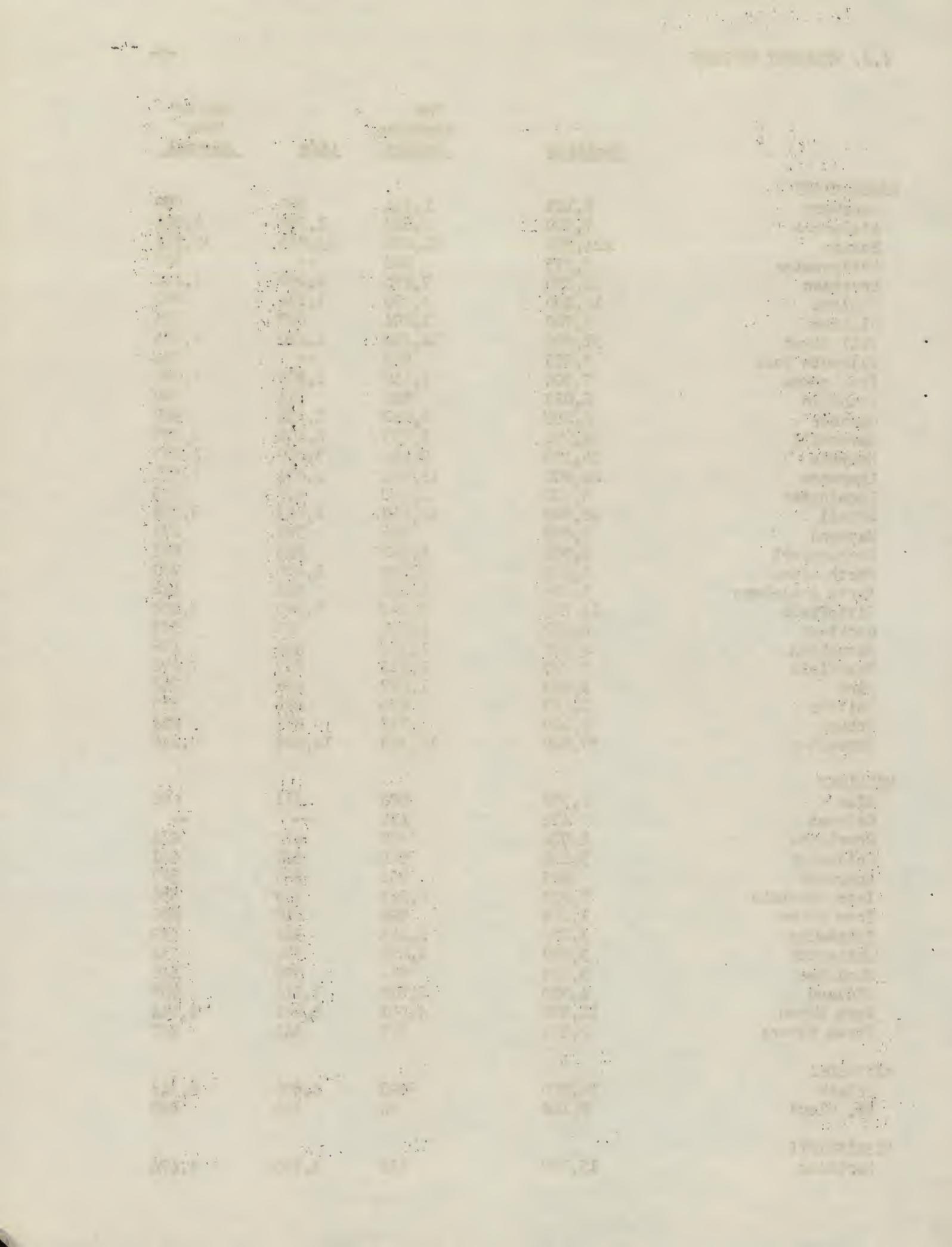


	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
CALIFORNIA (Cont'd)				
Salinas	4,400	4,553	1,837	1,484
San Bernardino	22,800	10,954	3,330	3,378
San Francisco	279,200	184,089	48,091	33,707
San Jose	29,300	11,271	6,950	5,478
San Mateo	10,300	7,940	3,142	1,488
San Pedro	Los Angeles	Los Angeles	Los Angeles	Los Angeles
Santa Ana	14,800	5,667	3,016	2,733
Santa Barbara	14,000	5,831	4,167	3,021
Santa Cruz	8,291	5,518	1,829	1,804
Santa Monica	25,700	16,457	5,174	4,621
Santa Rosa	6,226	5,593	1,869	1,616
South Pasadena	5,922	4,260	1,532	1,119
Studio City	Los Angeles	Los Angeles	Los Angeles	Los Angeles
Torrance	5,270	2,515	645	497
Vallejo	13,700	8,186	2,749	2,559
Van Nuys	Los Angeles	Los Angeles	Los Angeles	Los Angeles
Ventura	7,000	4,464	1,441	1,391
Visalia	3,600	3,402	1,292	948
Whittier	7,200	3,942	2,336	2,014
COLORADO				
Denver	131,300	319	23,630	18,441
Fort Collins	6,500	21	1,110	883
La Junta	2,143	8	456	447
Pueblo	23,500	428	2,625	1,949
CONNECTICUT				
Hartford	53,600	11,714	12,552	8,622
New Haven	50,400	5,412	10,690	5,807
Wallingford	4,900	966	1,003	571
Winsted City	2,629	893	519	378
FLORIDA				
Pensacola	13,100	895	2,629	1,515
Tampa	39,200	1,736	6,065	5,309
GEORGIA				
Atlanta	104,900	87,866	18,430	15,614
Columbus	22,300	2,822	2,750	2,429
Macon	27,400	2,120	2,827	2,741
IDAHO				
Boise	12,500	874	3,259	2,674
Lewiston	4,700	229	859	856
Pocatello	7,300	668	1,555	1,098
Twin Falls	4,900	640	1,118	965
ILLINOIS				
Alton	11,600	421	1,582	1,536
Belleville	11,000	617	1,641	1,332
Canton	4,500	519	579	737

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
ILLINOIS (Cont'd)				
Collinsville	4,265	39	334	295
Dixon	4,100	1,867	769	692
East St. Louis	25,200	116	1,611	2,355
Granite City	9,100	135	546	716
Litchfield	2,047	181	172	299
Macomb	2,804	1,141	582	656
Peoria	37,800	3,730	5,958	6,369
Rock Island	17,200	4,395	1,723	1,772
West Frankfort	4,083	912	222	513
INDIANA				
Auburn	2,006	185	389	344
Connersville	5,400	1,561	887	545
Decatur	2,155	182	355	331
East Chicago	17,300	6,353	1,272	1,423
Gary	39,100	18,428	3,636	4,542
Goshen	4,500	1,157	707	658
Hammond	23,200	10,909	2,255	2,893
Hartford City	2,041	410	331	381
Indiana Harbor	East Chicago	East Chicago	East Chicago	East Chicago
Jasper	1,701	4	188	187
Jeffersonville	5,347	23	479	445
Marion	10,600	2,121	1,494	1,317
Martinsville	1,946	57	228	304
New Albany	10,100	34	786	857
New Castle	6,800	770	805	692
Whiting	2,971	1,514	577	694
IOWA				
Boone	5,100	75	406	544
Iowa Falls	1,320	25	233	225
Newton	4,800	39	399	582
Ottumwa	13,000	250	864	2,241
Webster City	2,500	20	282	299
KANSAS				
Chanute	3,800	93	474	317
Coffeyville	5,500	386	664	778
Parsons	5,400	204	529	632
KENTUCKY				
Bardstown	805	--	138	151
Central City	1,164	31	103	179
Corbin	2,488	46	233	252
Cynthiana	1,580	173	203	234
Danville	2,900	159	402	188
Elizabethtown	1,061	58	190	177
Frankfort	5,000	181	657	693
Glasgow	1,671	6	180	283
Harlan	1,537	36	272	540

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
KENTUCKY (Cont'd)				
Harrodsburg	1,796	30	210	156
Hazard	2,088	46	188	322
Henderson	6,700	42	572	535
Lawrenceburg	634	--	--	--
Lebanon	1,021	--	122	167
Louisville	110,700	652	12,091	11,332
Mayfield	3,300	322	326	462
Mt. Sterling	1,380	79	248	261
Owensboro	9,500	175	1,230	1,392
Paris	2,410	180	348	269
Pineville	923	37	85	179
Richmond	2,817	110	362	292
Shelbyville	1,348	14	203	206
Somerset	2,599	76	195	500
Versailles	760	19	212	88
Winchester	3,106	156	421	369
LOUISIANA				
Lake Charles	7,325	252	2,045	1,407
MAINE				
Bangor	9,600	1,426	2,303	1,618
Bath	3,900	856	632	528
Biddeford	5,800	2,555	903	469
Calais	1,359	130	208	225
Caribou	1,091	309	395	441
Dover-Foxcroft	805	86	208	160
Eastport	971	150	150	118
Ellsworth	1,116	129	275	204
Farmington	543	189	--	242
Fort Fairfield	634	246	256	212
Fort Kent	588	36	171	87
Houlton	1,303	184	440	645
Lewiston	11,000	4,727	1,831	909
Lincoln	621	63	--	--
Madawaska	458	43	--	--
Mars Hill	294	96	--	--
Millinocket	1,488	80	237	202
Norway	801	252	217	141
Presque Isle	2,342	426	533	490
Rockland	2,900	628	560	644
Rumford	2,397	1,007	442	266
Van Buren	911	71	169	43
MARYLAND				
Brunswick	981	853	120	173
Elkton	953	990	365	248
Frederick	6,000	3,298	1,450	833
Hagerstown	11,900	5,834	2,681	1,560
Pocomoke City	888	572	259	236
Salisbury	5,300	2,715	1,249	845

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
MASSACHUSETTS				
Amesbury	3,143	1,344	500	589
Attleboro	7,500	2,663	1,378	1,024
Boston	224,300	91,676	43,815	37,313
Bridgewater	2,375	828	--	305
Brockton	20,700	7,870	3,297	3,434
Chelsea	10,400	5,530	1,134	892
Clinton	3,700	1,294	607	295
Fall River	31,800	14,252	4,430	2,295
Falmouth Town	2,293	843	--	234
Framingham	7,300	3,152	1,473	1,378
Franklin	2,083	930	314	290
Gardner	6,200	2,060	1,252	908
Haverhill	14,200	5,733	2,409	2,279
Holyoke	16,100	7,104	3,010	2,457
Lawrence	24,800	13,051	3,674	2,576
Leominster	6,500	2,460	968	705
Lowell	28,700	10,518	4,013	3,476
Maynard	2,083	936	390	273
Newburyport	4,080	1,562	815	843
North Adams	6,400	2,789	1,206	720
North Attleboro	3,578	1,642	542	442
Pittsfield	15,100	7,094	3,330	2,159
Rockland	2,472	1,026	527	553
Stoughton	2,778	1,115	444	416
Wakefield	5,200	1,515	867	1,070
Ware	1,963	1,067	456	262
Whitman	2,417	839	416	515
Woburn	5,100	1,735	827	844
Worcester	57,600	11,353	12,029	9,246
MICHIGAN				
Alma	2,500	680	311	466
Calumet	472	412	--	--
Charlotte	1,924	598	437	424
Coldwater	3,100	929	547	641
Houghton	885	754	329	327
Iron Mountain	3,800	2,423	389	556
Iron River	1,206	996	218	260
Ishpeming	3,200	1,285	364	459
Ludington	3,088	1,076	574	532
Manistee	3,571	922	397	446
Midland	4,700	2,579	1,110	967
Port Huron	11,900	4,751	1,681	1,914
Three Rivers	2,102	897	342	357
MINNESOTA				
Duluth	32,800	993	4,806	6,343
St. Cloud	8,100	94	955	949
MISSISSIPPI				
Meridian	15,700	118	1,176	1,474



	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
MISSOURI				
Cape Girardeau	6,193	157	640	693
Columbia	8,500	240	1,784	1,656
Excelsior Springs	1,687	46	250	302
Hannibal	7,200	1,090	549	821
Jefferson City	7,700	120	1,002	899
Joplin	15,700	871	1,688	1,971
Maplewood	3,600	--	447	683
Poplar Bluff	5,300	31	307	676
St. Louis	292,500	523	24,104	27,878
Springfield	23,800	343	2,754	3,892
MONTANA				
Billings	9,900	1,073	2,619	2,031
Great Falls	13,400	1,379	2,646	2,113
NEW HAMPSHIRE				
Berlin	5,400	1,608	613	376
Claremont	4,800	1,548	690	565
Concord	9,000	2,675	1,906	1,642
Derry Twp.	1,579	729	256	301
Dover	5,400	1,857	826	829
Franklin	1,693	873	289	284
Keene	4,400	1,905	953	926
Laconia	5,300	1,828	933	799
Littleton Twp.	1,662	394	277	232
Manchester	24,100	10,089	3,744	2,154
Nashua	9,200	4,911	1,674	1,422
Plymouth	694	318	--	218
Portsmouth Town	6,600	2,314	1,226	1,144
Rochester	4,200	1,684	710	488
NEW JERSEY				
Asbury Park	6,400	2,409	1,173	1,303
Atlantic City	22,700	10,065	3,104	3,695
Boonton	1,891	966	620	599
Bridgeton	7,200	3,111	1,116	1,464
Caldwell	1,351	442	1,007	813
Dover	4,400	1,289	916	821
Freehold	2,400	1,159	619	662
Hackettstown	1,002	614	307	285
Hammonton	1,955	931	212	408
Keyport	1,335	996	275	456
Long Branch	7,600	2,237	1,036	1,108
Millville	5,100	2,215	580	994
New Brunswick	12,000	4,552	2,901	2,389
Newton	1,550	723	409	440
Red Bank	4,700	2,227	1,379	1,277
Vineland	2,300	2,336	924	1,346
Wildwood	2,100	1,815	419	432

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
NEW MEXICO				
Las Vegas	4,091	--	478	357
Raton	2,688	1	297	313
NEW YORK				
Albany	45,100	35,461	10,001	7,177
Albion	1,458	782	459	322
Amsterdam	10,000	4,702	2,265	1,537
Auburn	11,100	7,634	2,321	1,890
Ballston Spa	1,303	870	406	308
Batavia	5,600	4,169	1,461	812
Bath	1,863	806	484	336
Buffalo	171,900	142,377	24,658	19,708
Canandaigua	2,500	544	852	633
Canton	895	693	345	265
Carthage	1,171	1,109	366	267
Catskill	1,662	952	381	305
Cobleskill	812	598	315	170
Cohoes	6,500	3,889	915	572
Cooperstown	743	433	343	202
Corning	5,600	2,259	1,080	1,031
Cortland	5,800	2,949	1,127	863
Elmira	16,500	3,700	3,678	3,503
Endicott	6,600	3,060	1,540	955
Gloversville	8,400	3,866	1,638	1,332
Gouverneur	1,311	588	321	258
Greenpoint (N.Y.C.)	2,331,500	516,444	365,906	246,201
Herkimer	3,400	962	650	430
Hornell	5,300	2,139	884	878
Hudson	3,500	2,145	796	590
Ithaca	6,900	3,440	3,347	2,260
Johnstown	3,800	1,307	701	468
Kingston	9,600	3,509	1,429	1,329
Little Falls	3,600	1,326	784	520
Lockport	7,900	6,322	1,640	1,292
Lyons	1,202	358	304	282
Malone	3,400	1,005	614	422
Massena	3,500	1,896	525	436
Middletown	7,200	2,806	1,239	1,301
Niagara Falls	24,500	18,551	5,291	4,041
Northville	369	216	--	--
Nyack	2,000	906	597	594
Ogdensburg	4,800	1,790	567	523
Oneonta	4,600	1,957	1,028	833
Ossining	4,000	1,656	935	656
Owego	1,963	645	172	254
Peekskill	5,600	2,020	850	769
Penn Yan	1,911	939	625	428
Perry	1,357	654	306	396
Port Jervis	3,600	1,324	440	484
Poughkeepsie	13,500	4,948	3,458	2,368
Salamanca	2,900	1,814	522	421

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
NEW YORK (Cont'd)				
Saranac Lake	2,600	926	591	421
Saratoga Springs	4,700	2,750	1,006	782
Saugerties	1,168	736	328	231
Ticonderoga	962	541	229	232
Tupper Lake	1,432	596	135	124
Walton	1,107	436	271	183
Watertown	11,200	4,530	2,441	1,326
Wellsville	2,100	1,557	689	542
Whitehall	1,367	681	178	169
NORTH CAROLINA				
Asheville	16,900	854	3,190	2,372
Monroe	2,711	348	483	403
Oxford	953	34	308	218
Reidsville	3,700	293	622	455
Statesville	5,400	342	821	803
NORTH DAKOTA				
Fargo	11,600	415	2,319	1,989
Grand Forks	7,700	291	1,222	1,093
OHIO				
Ashland	5,000	2,876	1,121	721
Ashtabula	8,900	5,785	1,564	1,199
Bowling Green	2,900	530	833	479
Bryan	2,013	335	468	326
Bucyrus	3,700	1,670	717	483
Cambridge	6,600	1,880	721	743
Chillicothe	8,400	1,199	1,367	835
Cincinnati	165,500	134,047	27,018	18,598
Cleveland	272,200	210,438	45,082	36,262
Columbus	109,400	2,176	22,845	19,540
Conneaut	3,800	2,392	564	524
Coshocton	4,300	806	802	458
East Palestine	1,579	579	295	231
Findlay	8,200	3,500	1,473	1,035
Fremont	5,600	2,711	1,335	816
Hamilton	18,100	10,901	2,816	1,612
Ironton	5,600	851	519	592
Lancaster	7,700	185	1,220	649
Lima	16,900	1,959	3,011	2,518
Massillon	10,000	3,468	1,420	1,521
New Philadelphia	4,400	1,960	789	695
Painesville	4,500	4,042	1,240	932
Tiffin	6,200	3,132	1,294	736
Warren	18,100	6,224	2,696	1,927
Wooster	4,400	3,087	1,107	777
Zanesville	13,300	804	1,717	1,887

	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
OKLAHOMA				
Okmulgee	6,500	152	639	629
Sapulpa	5,700	58	349	404
Tulsa	61,400	467	10,634	8,496
OREGON				
Astoria	6,300	4,506	1,017	950
Bend	4,300	2,269	582	581
Eugene	11,900	9,013	3,599	3,119
Klamath Falls	6,600	5,011	1,471	1,808
Medford	5,800	4,583	1,562	1,691
Portland	150,300	106,466	23,916	20,615
PENNSYLVANIA				
Ashland	2,597	834	224	359
Berwick	4,200	1,378	674	678
Bloomsburg	3,400	1,183	739	500
Bradford	5,900	3,036	1,421	1,424
Carbondale	4,100	1,175	462	796
Chambersburg	5,700	1,837	1,279	904
Coalport	287	137	--	--
Coatesville	5,100	2,681	1,034	828
Danville	2,295	828	375	383
Downingtown	1,256	900	347	269
DuBois	4,000	2,019	630	879
Ephrata	2,161	506	552	455
Forest City	980	432	73	69
Freeland	2,000	892	175	209
Homestead	4,000	2,450	609	528
Jersey Shore	1,652	499	276	353
Lansford	2,347	836	301	255
Lewisburg	1,129	542	577	349
Lock Haven	4,100	1,088	676	619
McAdoo	1,299	577	67	91
Mahanoy City	4,200	1,534	353	309
Mauch Chunk	853	337	102	84
Middletown	2,545	1,069	460	343
Milton	2,494	892	532	368
Mt. Carmel	4,600	1,902	435	449
Nanticoke	6,600	1,574	488	528
Newport	599	184	--	--
Northampton	2,703	739	371	209
Olyphant	2,757	172	226	189
Oxford	827	600	302	265
Phoenixville	3,800	2,149	753	905
Pottstown	7,000	4,496	1,475	1,625
Renovo	1,009	560	170	151
Royersford	1,162	486	260	238
Sayre	2,667	703	337	418
Scranton	36,050	6,364	4,047	4,014
Shamokin	5,100	3,428	868	869

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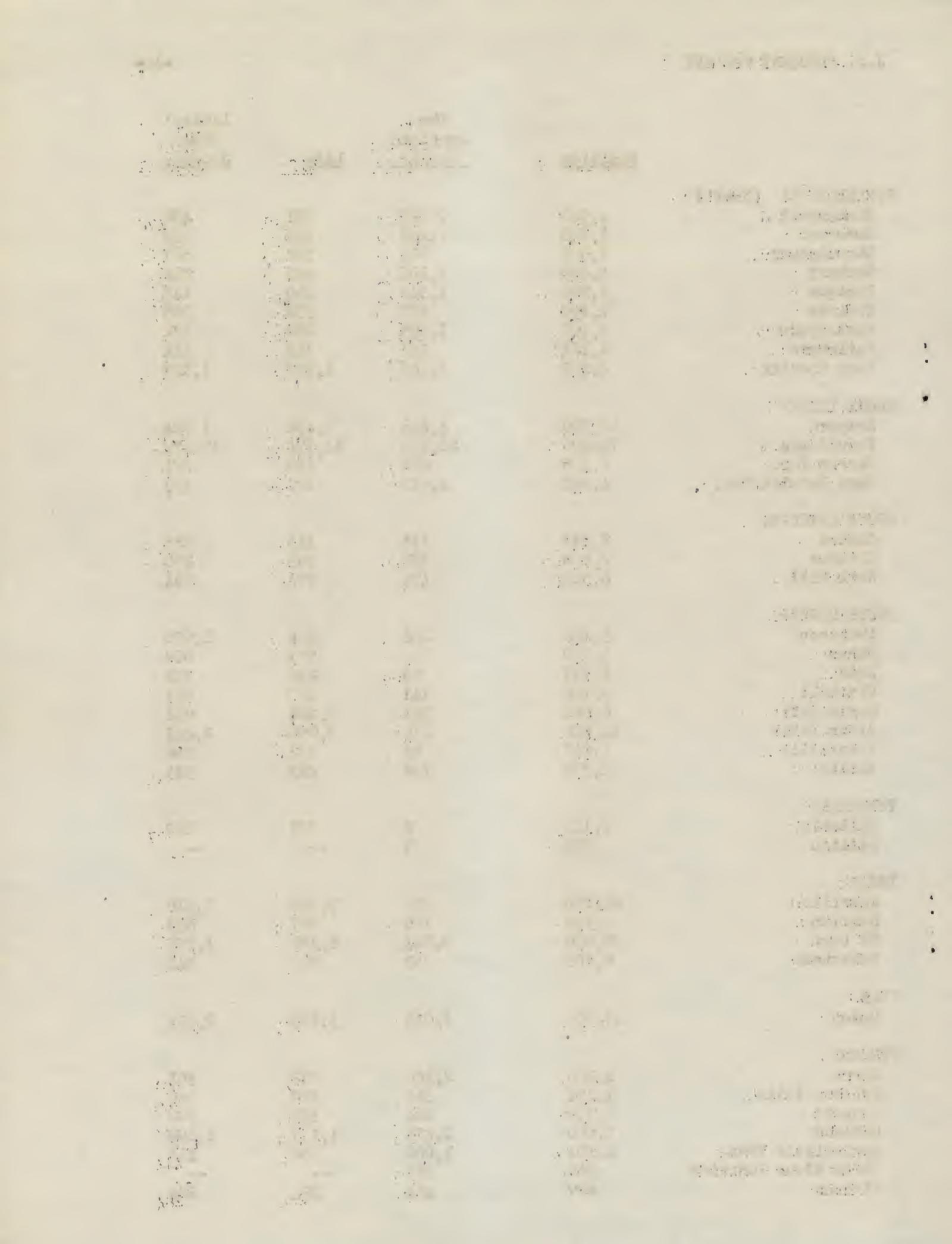
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	<u>Families</u>	<u>The American Weekly</u>	<u>Life</u>	<u>Ladies' Home Journal</u>
PENNSYLVANIA (Cont'd)				
Shenandoah	4,900	2,225	391	478
Somerset	1,700	1,468	529	353
Stroudsburg	2,600	973	568	527
Sunbury	5,600	2,102	968	818
Tamaqua	3,900	1,543	460	415
Towanda	1,197	500	332	369
Waynesboro	3,400	1,195	760	472
Wellsboro	1,124	343	313	414
West Chester	4,400	2,462	1,337	1,129
RHODE ISLAND				
Newport	10,300	4,446	2,452	1,724
Providence	74,400	22,373	14,174	10,672
Warren Twp.	2,108	872	353	221
West Warwick Twp.	4,800	2,013	371	633
SOUTH CAROLINA				
Camden	2,133	155	345	285
Chester	2,809	189	395	290
Rock Hill	6,500	476	974	634
SOUTH DAKOTA				
Aberdeen	6,400	266	904	1,070
Huron	3,900	232	575	609
Lead	2,197	95	232	178
Mitchell	3,100	141	573	585
Rapid City	6,060	383	1,166	944
Sioux Falls	14,800	418	2,790	2,241
Vermillion	1,067	94	332	266
Yankton	2,700	138	423	335
TENNESSEE				
Gallatin	2,113	8	238	207
Jellico	393	1	--	--
TEXAS				
Amarillo	22,700	380	3,369	3,316
Denison	6,800	109	787	633
El Paso	39,500	3,744	6,198	4,778
Texarkana	9,700	253	913	941
UTAH				
Ogden	17,300	1,019	3,175	2,302
VERMONT				
Barre	4,000	2,188	733	591
Bellows Falls	1,174	562	339	369
Newport	1,359	484	322	309
Rutland	5,000	2,474	1,133	1,109
Springfield Town	2,304	1,002	538	414
White River Junction	560	483	--	--
Windsor	807	484	284	284



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VIRGINIA				
Bedford	1,013	86	361	231
Clifton Forge	1,783	280	277	303
Culpeper	653	637	--	--
Farmville	953	66	285	113
Fredericksburg	3,200	2,065	837	784
Front Royal	924	1,126	388	388
Lexington	1,092	156	688	322
Norfolk	57,600	6,534	11,341	7,253
Salem	1,646	60	462	413
South Boston	1,466	45	292	178
Staunton	4,900	1,719	1,141	795
Winchester	4,400	2,701	985	764
Wytheville	1,442	155	339	204
WASHINGTON				
Bellingham	10,900	5,688	1,799	1,890
Everett	11,300	7,763	1,903	2,610
Longview	5,800	3,914	1,069	1,161
Spokane	50,500	4,191	7,634	8,789
Walla Walla	7,200	2,071	1,666	1,380
Wenatchee	4,700	2,552	1,163	1,335
Yakima	11,800	8,915	2,707	2,753
WEST VIRGINIA				
Charleston	22,400	1,188	5,246	4,079
Charles Town	837	657	235	225
Martinsburg	4,700	2,950	858	660
WISCONSIN				
Fond du Lac	8,900	5,615	1,409	1,347
Kenosha	15,400	7,577	2,331	2,149
Oshkosh	14,500	6,283	2,031	1,696
Rhinelanders	2,800	2,074	379	437
Superior	11,900	630	1,110	1,460
WYOMING				
Cheyenne	10,400	511	2,184	1,538
Rock Springs	3,600	332	644	589
TOTAL	8,636,935	2,855,890	1,417,107	1,143,960

April 1950

